



Minutes City Council Education and Technology Advancement Committee February 6, 2007

Minutes of the Council Education and Technology Advancement Committee held on February 6, 2007, 2:30 p.m., at the Third Floor Conference Room, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

Councilmembers Present

Vice Mayor Hut Hutson

City Staff Present:

Tom Canasi, Comm Svcs Mgr
Kate Hanley, TCC Executive Dir
Shelley Hearn, Comm Relations Mgr
Jan Hort, City Clerk
Dawn Oliphant, TLC
Sheri Partridge, Council Aide
Mark Richwine, Parks & Rec Mgr
Chris Salomone, Comm Dev Mgr
Alex Smith, Technology Dev Specialist
Sheri Wakefield-Saenz, Deputy Comm Dev Mgr

Guests Present:

Ray Castillo, ASU – Career Services
Ron Bergez, Tempe Preparatory Academy
Chris Bustamante, Rio Salado Community College
Bob Donofrio, ASU - VPEP Office
Robin Hammond, ASU – Career Services
Barbara Khalsa, Rio Salado Community College
MaryAnn Miller, Tempe Chamber of Commerce
Larry Pieratt, Arizona State University
Karen Poole, MCCCCD
Stephanie Salazar, ASU
Dr. Arthur Tate, Superintendent, Tempe Elementary School District
Gina Taylor, Kyrene School District

Councilmember Shekerjian called the meeting to order at 2:30 p.m.

Technology Advancement

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Approval of Technology Advancement Minutes

Minutes were approved with no corrections on the technology portion.

Agenda Item #3 – Updated Internship Website

Sheri Wakefield-Saenz previewed an updated web page that shows the new pieces for the ASU group, as well as Maricopa Community College District, the Rio Salado College program, and the Tempe High School District. The portal has been broken into two pieces, with one being for business to find interns and the other for students to find internships.

Alex Smith summarized as follows:

- ASU Career link – updated text.
- Maricopa County Community College District and Rio Salado College's partnership with Jobing.com and their on-line database for employers and students has been added to the website.
- Exploring ways to work with Rio Salado College to find internship programs.
- Segregation and addition of the Tempe Union High School District.
- This is live on the internal web page. When the business site is formalized, it will be replicated as well.
- The initial click will be on "internship opportunities for business for students" and there are links to all the current partners. The text has been changed to reflect the Sun Devil career link. The primary prompt is to go there, as well as the events calendar which is important. This allows businesses to post their internships and participate in recruitment events on campus.
- This covers the basics and the statistics.
- Staff is still working with MCCCDC, but for now are going with Maricopa.Jobing.com.
- The Tempe Union High School District has information on their four programs: Business Internship, Marketing, HERO, and Industrial Cooperative Education.

DIRECTION: Councilmember Shekerjian asked staff to check with TUHSD to see if they still have an internship program for gifted students as well as an update on high school volunteer opportunities.

Councilmember Carter added that the four programs listed have academic credit attached.

Councilmember Shekerjian responded that she was referring to volunteer programs. For resume-building, students find that they need different experiences that separate them out from the traditional classes. This has been true for the mentoring program between ASU and the

City. The mentoring and internship experiences give students an opportunity to see if their career goals are the best fit.

Ms. Wakefield-Saenz added that staff has found that informal relationships exist off-line, so staff will continue to work on finding the right contact.

Mr. Smith added that the City needs a centralized clearinghouse to explain how this is happening throughout the City.

Ms. Wakefield-Saenz added that they talked with Mary Anna Bastin, the City's Volunteer Coordinator. The idea of a formalized program out of the City Manager's Office was discussed. There is no formalized city-wide internship coordination.

Councilmember Shekerjian added that it might be helpful to have an inventory of internship and mentoring programs that are currently happening in the City, and maybe start with an email to the City departments.

DIRECTION. Staff to work with Karen Poole and provide an update regarding internship opportunities both for students and businesses within MCCCDC Workforce Development. Staff was also asked to develop an inventory of interns and mentoring currently taking place within the City, both paid and volunteer.

Mr. Smith continued that the Flash Driven Real Estate Tool has been updated for February. The title, text and contact information have been updated and it is live, in the sense it is on the 2007 website. The change reflects our disclaimer. It is important for people to contact Sheri Wakefield-Saenz directly on these questions to let them know that the properties are only representative properties and it is not an extensive list.

Ms. Wakefield-Saenz added that one of the items added was that the properties listed are merely a representation available within, and including, 17M square feet of technology investment space. Retail is in that same range of square feet. The purpose is to get people interested and drive them to us to help with many available tools.

Agenda Item #4 – Update on Semiconductor/RF Chip Sector Growth

Alex Smith summarized that as of 2006, based on the North American Industrial Classifications, there are 75 semiconductor companies and nearly 8,000 employees in Tempe. The businesses range from large public companies to many smaller private companies, with many of the smaller firms supplying the larger ones. This growth is primarily in the radio frequency and packaging sub-sectors, including anything wireless, from cell phones to biometric devices. Freescale is the leader. Currently, they are nearly finished with a 7,000 sq. ft. expansion to accommodate redistributed chip packaging, "systems within systems" which focuses on getting more electronics into smaller packages. All of these things are "real time", on-demand. Any delay sets them back a lot, so staff keeps an eye on this industry for permitting, etc., to make sure they stay on line.

Ms. Wakefield-Saenz added that Freescale is located on the former Motorola site at Elliot and the 101, with over 1M sq. ft. at that site. Motorola is a large shareholder of Freescale and has

contributed significantly to the employment force. The main facility moved to Austin, Texas, a few years. It is one of the few plants in Tempe that has its own master engineering license through Development Services, so they have the authority to approve plans for improvements on site which helps them grow quickly.

Mr. Smith continued that Surfnet Technologies out of Albuquerque, NM, opened a small customer service center, but they are bringing their demonstration machines and will be selling tools at \$500K each. They are looking at doing \$6M-\$8M in revenue in the coming year and bringing ten employees. Staff is getting these semiconductor businesses 6,000 – 50,000 sq. ft. at a time. The means to do that is participation in WINTech (Wireless Integrated Nano Technology) Advisory Board at ASU and providing input to mediate between industry and the academic. The theme appears to be wireless and medical devices.

Agenda Item #5 – Future Agenda Items

- Technopolis presentation on advances in their program. (Sheri Wakefield-Saenz)
- Update on development prospects (Chris Salomone)
- Update regarding internship opportunities both for students and businesses, as well as an update on high school volunteer opportunities. (Sheri Wakefield-Saenz, Karen Poole)
- Inventory of internships and mentoring currently taking place within the City, both paid and volunteer. (Shelley Hearn).
- The compiled internship/volunteer information will be edited, maintained and posted on the Internship Web page (Sheri Wakefield-Saenz).

EDUCATION

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Approval of Education Minutes

Corrections to the Minutes of January 16, 2007, were as follows:

- On page 4, second bullet point, replaced "Currently" with "In 2005."
- On page 7, added directions: "staff to set up a meeting with Purchasing Department and the three districts as well as ASU," and "Councilmember Carter suggested working through Councilmember Ellis' Transportation & Affordable Housing Committee as well."

Motion by Councilmember Shekerjian to approve the minutes as amended. Second by Councilmember Carter. Motion passed unanimously.

Agenda Item #3 – Bridges Program Information

Dr. Bob Donofrio, ASU, summarized the history of the Bridges Program which has four goals:

- All students will master Arizona academic standards
- All students will complete high school.
- Increase significantly the number of students with quality post-secondary education.

- Get them out. The national average is about 50% or 1 out of 2 who start secondary education will complete in four to five years.

To accomplish the goals, there are four pillars: Early childhood education, high qualified teachers, emerging educational leaders, and support to families, students and schools.

Dr. Donofrio continued:

- ALPHA was the first partnership launched and it involved eight districts in central and west Phoenix, as well as Tolleson Union High and Phoenix Union High. Each elementary district chose four high-need schools and the high schools chose one comprehensive high school.
- About a year ago, a second partnership, BETA, was launched, in the southern end of the Mesa district.
- The goal is ten partnerships in five years.
- The concept "UPSI" (University Public School Initiative) involves building schools of innovation around each of the campuses.
- The founders of the program are Dr. Mary Meeker and Dr. Robert Meeker and it is based on the Structure of Intellect (SOI) paradigm, working on 26 cognitive skills and 17 perception skills. It is learner-to-learner and is a mixture of physical activities.
- Bridges Learning Discovery is a "prevention" program. This program is implemented in every classroom, preschool through second grade, and involves only 20 minutes of teacher time per day, 5 days per week, 24 weeks. It develops motor control, perceptual attention, cognitive reasoning and number/quantity concepts. A comprehensive study is about to be launched, and it will track students through three or four years to see where they end up.
- The Discovery program could be offered within the Parks and Recreation format. Labs would not be recommended.
- A new program, Bridges PM, may be an ideal after-school program and is composed of physical and non-curriculum based activities.

Councilmember Shekerjian proposed being able to offer this through the Parks and Recreation in the after-school enrichment program, and at the same time, open it up in the evenings for parents who would like to have their children assessed and go through the remediation process that can pay a retail price for it. It could possibly be opened up through Parks and Recreation for corporations for improving staff ability to be productive, as well as internally for City employees. It is also something to keep in mind at the university and community college level.

Tom Canasi stated that he would like to follow up on the enrichment program aspect. The City has 19 sites and about 2,000 kids, as well as summer programs.

DIRECTION: Set up an opportunity to visit the Bridges site and invite the superintendents or their representatives to come along.

Dr. Donofrio responded that they have set up demo sites in the past and that could be arranged through him. Their primary responsibilities are to their partnerships in the school districts. ASU has had a long history of being involved in pre-K to 12 education. It is necessary to be more focused in order to impact their four goals.

Councilmember Shekerjian asked if a community came to him and asked to be partners, would he be receptive to that.

Dr. Donofrio responded that he would. Right now, however, they are undertaking two large partnerships on the Navajo and Roosevelt reservations. They don't like to go in and say this is what they can do, but rather they like the partnership district to tell them what their needs are.

Councilmember Carter added that the City conducts an after-school program. She clarified that he wasn't indicating that the City can partner with him on this segment.

Dr. Donofrio responded that he would do anything he possibly could to assist with the Bridges program. A big partnership, however, would be down the road with the school districts. That's the next cluster zone on their radar screen. On this, he is ready to do whatever is necessary.

Councilmember Carter added that it is a great opportunity for all of us in the community to see if it would work for us in the after-school program.

Dr. Donofrio responded that the City would be a test case. He didn't know of any site in Arizona where it has been used in an after-school environment. Certainly, from what he knows about both the Learning Discovery and the Bridges PM, which has now been specifically designed for an after-school program, it certainly is do-able.

Councilmember Onnie added that in the after-school program, we are not asking the district to take time out of their day. The City does not educate children, yet we do have 19 after-school enrichment programs so we could help our school districts in terms of helping to remediate cognition and make sure our children are ready to learn. It is something she would like to explore.

DIRECTION: Councilmember Shekerjian suggested Dr. Donofrio meet with Tom Canasi and Mark Richwine to see about providing this in the after-school enrichment program. If that's possible, she would dedicate time toward funding.

Agenda Item #7 – “Smart Breaks”

Valerie Hernandez summarized that this was referred from Vice Mayor Hutson's Finance, Economy and Veterans Affairs Committee.

Dawn Oliphant, TLC, summarized the “Smart Breaks” program.

- This program was started last year to provide short, one-hour information sessions and workshops for employees. We did some business communication workshops, time management, attitude. Very favorable across the city.
- A personal money management program was suggested for a lunch time workshop. TLC was contacted by Benicia Bennett, Center for Consumer Education (CCE) which is a non-profit organization with wonderful guides. They provide a free service to educate the public and employees on credit reports, money management, etc. She also works with Peoria, Phoenix, and Scottsdale to do similar free programs.

- Our first class will be held on Monday from 12:00-1:00 at TLC. During the workshop, CCE will distribute workbooks for a hands-on experience. Two additional workshops will be held downtown as well.
- Next on the horizon will be "Your Money Action Plan."

Agenda Item #4 – Legislative Updates and Potential Opportunities

Councilmember Shekerjian gave the following updates:

- International Baccalaureate Program - She and Dr. Shirley Miles have been working at the Legislature to talk to legislators about the International Baccalaureate Program. They are looking for a small funding source from the State on an on-going basis. They've been advised there is no money for stimulus money so they will go to private sources for grant money for the first year. It requires about \$80K to start a program, and after that it is expensive to have the program. Becky Hill, who works for Williams & Associates, is a contract lobbyist and she is going after State legislative monies.
- "No Child Left Behind" – Federal lobbyists are looking into initiatives for AP and IB. There is some grant money available.
- They are looking at both State monies and Federal monies for those programs.
- She has a call in for Vinnie Mirizio, who sits on the Jobs for America's Graduates (JAG) Board to see what JAG is currently doing. He is also the Executive Director for the YMCA in Tempe.
- Our local State lobbyist is looking for money for the initiatives which the Mayor's Youth Advisory Commission asked the Committee to look at—Driving Safe Awareness Campaign, Drivers Ed Program for Teens, Teaching Teens to Drive Class for Parents, Tobacco Abuse Awareness Campaign. Concerning the Tobacco Abuse Awareness Campaign, she sat on a statewide parent commission on drug abuse prevention education, the Arizona Parents Commission on Drug Abuse Prevention and Education. We might want to direct Becky Hill to go to that Commission. It has to have a parent education component and a drug abuse component.

Agenda Item #5 – International Baccalaureate Program Information

Councilmember Shekerjian stated that after they approved \$24K for training at one of their last Board meetings, Tempe High has gone along with her to the legislature. Info is being collected so a white paper can be done to respond to what the legislators have asked for. There are 11 International Baccalaureate Programs in the State, and it would be placed at Tempe High School. It is a very expensive program, and it is funded through DESEG money which we don't have. The other schools are very creative in how they come up with the ongoing cost. Desert Mountain in Scottsdale actually charges parents \$1K per year for their child to be involved. She are looking at a variety of pots of money, including private industry. Once we get it going at Tempe High, if there is interest, we can look at the middle school prep programs.

Agenda Item #6 – Career Expo Update

Karen Poole, MCCC, attended a meeting last week to talk about having the 2008 Career Expo on this side of the Valley. The occupational deans from the 10 community colleges' two skill centers will be meeting on February 7th and this is one of the major topics to be discussed. It will be an opportunity to find out who will be participating from this side of the Valley.

Ray Castillo, ASU, added that it would be important to start talking with the arena. It is important to remember, however, that athletics takes priority and they are not usually willing to commit a year out. A lot has to do with timing. If the arena is not available, the next step would then be to consider Plan B. There's also the possibility of an outdoor expo.

Councilmember Shekerjian added that not to hold it at ASU would be a missed opportunity.

Mr. Castillo added that he would have to learn a little more about how it has been orchestrated with the community colleges taking the role.

Councilmember Shekerjian asked Ms. Poole if she had worked with ASU West.

Ms. Poole responded that they were part of it as one of the participants. After the meeting on the 7th, she will have more information.

DIRECTION: After the February 7th meeting, Councilmember Shekerjian, Karen Poole, and Ray Castillo, as well as Robin Hammond, sit down and coordinate the next steps.

Agenda Item #8 – Announcements

Councilmember Shekerjian provided details on a website sponsored by the Federal government for "Proven methods: Doing What Works." They feature different research-based programs. She also provided copies of "Ed Review", a bi-weekly publication by the US Department of Education.

Councilmember Shekerjian added that a meeting on the mentoring program was held. Stephanie Salazar was instrumental in making that happen at ASU and it was a big plus. She hopes it can be expanded in the future.

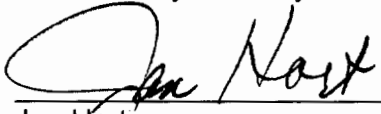
Agenda Item #9 –Future Agenda Items

- Council reading program promoting childhood literacy. Tom Canasi was asked to take the lead in library options and there has been talk about doing something through Communities in Schools.
- Chris Bustamante stated that Tom Canasi gave a tour of the multigenerational center and that was great. Tempe should be congratulated, especially in terms of the partnership with the Tempe Elementary School District. In terms of the adult basic education program, he was going to try to set up a meeting with Shirley Miles to follow up on a possible partnership. An update will be provided at a future Committee meeting.
- Councilmember Carter noted that young adults have problems balancing checkbook or the concept of investing. She suggested tapping into what TLC is doing with "Smart Breaks" and look at free seminars in multigenerational centers. Tom Canasi was asked to be involved in this.

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- Kate Hanley suggested including Lynette Stonefeld with Community in Schools with the Bridges program. Councilmember Shekerjian suggested first starting with the after-school piece, and when it progresses to the point where we are doing the school portion, that would be the time to involve her.

Meeting adjourned at 4:06 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Jan Hort
City Clerk